

ORDER



Orders
Order / Rev: 723695
Alt Order #: 06385902
Product Desc: AMERICAN CROSSROADS
Estimate: 1257
Flight Dates: 10/24/12 - 10/30/12
Original Date / Rev: 10/19/12 / 10/23/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Crossroads Media/ POL
Buying Contact:
Billing Contact:
 66 Canal Center Plaza Suite 500
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: American Crossroads
Demographic: A35+
Product Codes: IS-Candidate/Presidential,IS-Candidate/
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	71	\$121,925.00	\$103,636.25
10/29/12	10/30/12	43	\$72,150.00	\$61,327.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	71	\$121,925.00	\$103,636.25	0.00
November 2012	43	\$72,150.00	\$61,327.50	0.00
Totals	114	\$194,075.00	\$164,963.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	10/26/12	10/26/12	M-F 10-11a M-F 10-11a	CM	10a-11a	----F--	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$800.00		0.00			
E 2	WKYC	10/26/12	10/26/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	----F--	:30	1	\$4,500.00	P-5	0.00	NM	1	\$4,500.00
CH. 3 NEWS AT 11P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$4,500.00		0.00			
E 3	WKYC	10/26/12	10/26/12	Tonight Show Tonight Show	CM	1135p-1237a	----F--	:30	1	\$2,800.00	P-5	0.00	NM	1	\$2,800.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$2,800.00		0.00			
E 4	WKYC	10/26/12	10/26/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	----F--	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
LIVE ON LAKESIDE (LOCAL NEWS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$800.00		0.00			
E 5	WKYC	10/26/12	10/26/12	Last Call Last Call w/Carson Daly	CM	135a-205a <1:35 XM-2:05 XM>	----F--	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
LAST CALL-CARSON DALY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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Advertiser: American Crossroads
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 Estimate: 1257
WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	WKYC	10/26/12	10/26/12	Last Call Last Call w/Carson Daly	CM	135a-205a <1:35 XM-2:05 XM>	----F--	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
LAST CALL-CARSON DALY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$800.00		0.00						
E 6	WKYC	10/26/12	10/26/12	Overnight M-Su Overnights	CM	M-Su 2xm-5am	----F--	:30	1	\$300.00	P-5	0.00	NM	1	\$300.00
OVERNIGHTS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$300.00		0.00						
E 7	WKYC	10/26/12	10/26/12	Today Show Overnight Today Show Overnight	CM	2xm-3xm (2:05 XM-2:35 XM)	----F--	:30	1	\$300.00	P-5	0.00	NM	1	\$300.00
TODAY ALL NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$300.00		0.00						
E 8	WKYC	10/26/12	10/26/12	M-F 3-4p The Doctors	CM	3p-4p	----F--	:30	2	\$800.00	P-5	0.00	NM	2	\$1,600.00
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	2		\$800.00		0.00						
E 9	WKYC	10/26/12	10/26/12	Early Today Early Today	CM	4a-430a	----F--	:30	1	\$200.00	P-5	0.00	NM	1	\$200.00
CH3 EARLY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$200.00		0.00						
E 10	WKYC	10/26/12	10/26/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	----F--	:30	1	\$1,000.00	P-5	0.00	NM	1	\$1,000.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$1,000.00		0.00						
E 11	WKYC	10/26/12	10/26/12	M-F 430a-5a 430a News	CM	430a-5a	----F--	:30	1	\$375.00	P-5	0.00	NM	1	\$375.00
CH3 4:30 AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$375.00		0.00						
E 12	WKYC	10/26/12	10/26/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	----F--	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
CH. 3 NEWS SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$1,200.00		0.00						
E 13	WKYC	10/26/12	10/26/12	M-F 5-6p Dr. Phil	CM	5p-6p	----F--	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$2,000.00		0.00						
E 14	WKYC	10/26/12	10/26/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	----F--	:30	1	\$3,800.00	P-5	0.00	NM	1	\$3,800.00
CH. 3 NEWS AT 6P (M-SUN)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$3,800.00		0.00						
E 15	WKYC	10/26/12	10/26/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	----F--	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
CH. 3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$2,500.00		0.00						
E 16	WKYC	10/26/12	10/26/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	----F--	:30	1	\$3,800.00	P-5	0.00	NM	1	\$3,800.00
CH. 3 NEWS AT 7P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$3,800.00		0.00						
E 17	WKYC	10/26/12	10/26/12		CM	7a-9a	----F--	:30	2	\$2,500.00	P-5	0.00	NM	2	\$5,000.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 7-9a Today Today Show											
				TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	2		\$2,500.00		0.00						
E 18	WKYC	10/26/12	10/26/12	M-F 9-10a Today II Today Show II	CM	9a-10a	----F--	:30	2	\$1,200.00	P-5	0.00	NM	2	\$2,400.00
				TODAY SHOW 9-10A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	2		\$1,200.00		0.00						
E 19	WKYC	10/29/12	10/29/12	M-F 10-11a M-F 10-11a	CM	10a-11a	M-----	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
				TODAY SHOW III											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$800.00		0.00						
E 20	WKYC	10/29/12	10/29/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	M-----	:30	1	\$4,500.00	P-5	0.00	NM	1	\$4,500.00
				CH. 3 NEWS AT 11P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$4,500.00		0.00						
E 21	WKYC	10/29/12	10/29/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$2,800.00	P-5	0.00	NM	1	\$2,800.00
				TONIGHT SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$2,800.00		0.00						
E 22	WKYC	10/29/12	10/29/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	M-----	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
				LIVE ON LAKESIDE (LOCAL NEWS)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$800.00		0.00						
E 23	WKYC	10/29/12	10/29/12	Last Call Last Call w/Carson Daly	CM	135a-205a	M-----	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
				LAST CALL-CARSON DALY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$800.00		0.00						
E 24	WKYC	10/29/12	10/29/12	Overnight M-Su Overnights	CM	M-Su 2xm-5am	M-----	:30	1	\$300.00	P-5	0.00	NM	1	\$300.00
				OVERNIGHTS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$300.00		0.00						
E 25	WKYC	10/29/12	10/29/12	Today Show Overnight Today Show Overnight	CM	2xm-3xm	M-----	:30	1	\$300.00	P-5	0.00	NM	1	\$300.00
				TODAY ALL NIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$300.00		0.00						
E 26	WKYC	10/29/12	10/29/12	M-F 3-4p The Doctors	CM	3p-4p	M-----	:30	2	\$800.00	P-5	0.00	NM	2	\$1,600.00
				DOCTORS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	2		\$800.00		0.00						
E 27	WKYC	10/29/12	10/29/12	Early Today Early Today	CM	4a-430a	M-----	:30	1	\$200.00	P-5	0.00	NM	1	\$200.00
				CH3 EARLY TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$200.00		0.00						
E 28	WKYC	10/29/12	10/29/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M-----	:30	1	\$1,000.00	P-5	0.00	NM	1	\$1,000.00
				ELLEN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$1,000.00		0.00						
E 29	WKYC	10/29/12	10/29/12		CM	430a-5a	M-----	:30	1	\$375.00	P-5	0.00	NM	1	\$375.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 430a-5a 430a News															
CH3 4:30 AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$375.00		0.00						
E 30	WKYC	10/29/12	10/29/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M-----	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
CH. 3 NEWS SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$1,200.00		0.00						
E 31	WKYC	10/29/12	10/29/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$2,000.00		0.00						
E 32	WKYC	10/29/12	10/29/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	:30	1	\$3,800.00	P-5	0.00	NM	1	\$3,800.00
CH. 3 NEWS AT 6P (M-SUN)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$3,800.00		0.00						
E 33	WKYC	10/29/12	10/29/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M-----	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
CH. 3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$2,500.00		0.00						
E 34	WKYC	10/29/12	10/29/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	M-----	:30	1	\$3,800.00	P-5	0.00	NM	1	\$3,800.00
CH. 3 NEWS AT 7P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$3,800.00		0.00						
E 35	WKYC	10/29/12	10/29/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	2	\$2,500.00	P-5	0.00	NM	2	\$5,000.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	2		\$2,500.00		0.00						
E 36	WKYC	10/29/12	10/29/12	M-F 9-10a Today II Today Show II	CM	9a-10a	M-----	:30	2	\$1,200.00	P-5	0.00	NM	2	\$2,400.00
TODAY SHOW 9-10A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	2		\$1,200.00		0.00						
E 37	WKYC	10/27/12	10/27/12	Sat 11-1135p LN SAT	CM	11-1130p	-----S-	:30	1	\$4,500.00	P-5	0.00	NM	1	\$4,500.00
CH. 3 NEWS AT 11P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$4,500.00		0.00						
E 38	WKYC	10/27/12	10/27/12	Overnight M-Su Overnights	CM	M-Su 2xm-5am	-----S-	:30	1	\$300.00	P-5	0.00	NM	1	\$300.00
OVERNIGHTS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$300.00		0.00						
E 39	WKYC	10/27/12	10/27/12	Sat 6-630p Channel 3 News at 6P SAT	CM	6-630p	-----S-	:30	1	\$3,800.00	P-5	0.00	NM	1	\$3,800.00
CH. 3 NEWS AT 6P (M-SUN)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$3,800.00		0.00						
E 40	WKYC	10/27/12	10/27/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$2,500.00		0.00						
E 41	WKYC	10/27/12	10/27/12		CM	9a-1030a	-----S-	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00

Order / Rev: 723695
 Alt Order #: 06385902
 Flight Dates: 10/24/12 - 10/30/12

Advertiser: American Crossroads
 Product Desc: AMERICAN CROSSROADS
 Estimate: 1257
WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sat 9-1030a Channel 3 News 9am Sat															
CH. 3 NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-			1			\$2,500.00		0.00			
E 42	WKYC	10/28/12	10/28/12	Overnight M-Su	CM	M-Su 2xm-5am	-----S	:30	1	\$300.00	P-5	0.00	NM	1	\$300.00
Overnights															
OVERNIGHTS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S			1			\$300.00		0.00			
E 43	WKYC	10/28/12	10/28/12	Sun 6-630p	CM	6-630p	-----S	:30	1	\$3,800.00	P-5	0.00	NM	1	\$3,800.00
Channel 3 News at 6p SUN															
CH. 3 NEWS AT 6P (M-SUN)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S			1			\$3,800.00		0.00			
E 44	WKYC	10/28/12	10/28/12	SUN TDY	CM	8a-9a	-----S	:30	1	\$3,000.00	P-5	0.00	NM	1	\$3,000.00
NBC Today Show (Su)															
SUNDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S			1			\$3,000.00		0.00			
E 45	WKYC	10/28/12	10/28/12	Sun 9-1030a	CM	9a-1030a	-----S	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
Channel 3 News Sun 9a															
CH. 3 NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S			1			\$2,500.00		0.00			
E 46	WKYC	10/25/12	10/25/12	M-F 10-11a	CM	10a-11a	---T---	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
M-F 10-11a															
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---			1			\$800.00		0.00			
E 47	WKYC	10/25/12	10/25/12	M-F 11-1135p	CM	11-1135p	---T---	:30	1	\$4,500.00	P-5	0.00	NM	1	\$4,500.00
Channel 3 News at 11p M-F															
CH. 3 NEWS AT 11P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---			1			\$4,500.00		0.00			
E 48	WKYC	10/25/12	10/25/12	Tonight Show	CM	1135p-1237a	---T---	:30	1	\$2,800.00	P-5	0.00	NM	1	\$2,800.00
Tonight Show															
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---			1			\$2,800.00		0.00			
E 49	WKYC	10/25/12	10/25/12	M-F 11a-1230p	CM	11a-1230p	---T---	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
11a-1230p															
LIVE ON LAKESIDE (LOCAL NEWS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---			1			\$800.00		0.00			
E 50	WKYC	10/25/12	10/25/12	Last Call	CM	135a-205a	---T---	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
Last Call w/Carson Daly (1:35 XM-2:05 XM)															
LAST CALL-CARSON DALY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---			1			\$800.00		0.00			
E 51	WKYC	10/25/12	10/25/12	Overnight M-Su	CM	M-Su 2xm-5am	---T---	:30	1	\$300.00	P-5	0.00	NM	1	\$300.00
Overnights															
OVERNIGHTS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---			1			\$300.00		0.00			
E 52	WKYC	10/25/12	10/25/12	Today Show Overnight	CM	2xm-3xm	---T---	:30	1	\$300.00	P-5	0.00	NM	1	\$300.00
Today Show Overnight															
TODAY ALL NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---			1			\$300.00		0.00			
E 53	WKYC	10/25/12	10/25/12		CM	3p-4p	---T---	:30	2	\$800.00	P-5	0.00	NM	2	\$1,600.00

Advertiser:	American Crossroads
Product Desc:	AMERICAN CROSSROADS
Estimate:	1257

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 3-4p The Doctors											
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	---T---			2			\$800.00			0.00		
E 54	WKYC	10/25/12	10/25/12	Early Today Early Today	CM	4a-430a	---T---	:30	1	\$200.00	P-5	0.00	NM	1	\$200.00
CH3 EARLY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	---T---			1			\$200.00			0.00		
E 55	WKYC	10/25/12	10/25/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	---T---	:30	1	\$1,000.00	P-5	0.00	NM	1	\$1,000.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	---T---			1			\$1,000.00			0.00		
E 56	WKYC	10/25/12	10/25/12	M-F 430a-5a 430a News	CM	430a-5a	---T---	:30	1	\$375.00	P-5	0.00	NM	1	\$375.00
CH3 4:30 AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	---T---			1			\$375.00			0.00		
E 57	WKYC	10/25/12	10/25/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	---T---	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
CH. 3 NEWS SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	---T---			1			\$1,200.00			0.00		
E 58	WKYC	10/25/12	10/25/12	M-F 5-6p Dr. Phil	CM	5p-6p	---T---	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	---T---			1			\$2,000.00			0.00		
E 59	WKYC	10/25/12	10/25/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	---T---	:30	1	\$3,800.00	P-5	0.00	NM	1	\$3,800.00
CH. 3 NEWS AT 6P (M-SUN)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	---T---			1			\$3,800.00			0.00		
E 60	WKYC	10/25/12	10/25/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	---T---	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
CH. 3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	---T---			1			\$2,500.00			0.00		
E 61	WKYC	10/25/12	10/25/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	---T---	:30	1	\$3,800.00	P-5	0.00	NM	1	\$3,800.00
CH. 3 NEWS AT 7P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	---T---			1			\$3,800.00			0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
1	NKYC	10/22/12-10/28/12		M-F 7-730p			7-730p			---Th-----	:30	(\$3,800.00)	0.00	NM	
See MG 61.2 [Prgm Change]															
2	NKYC	10/29/12-10/29/12		Mon Prime C			10-11p			M-----	:30	\$3,800.00	0.00	NM	
Ⓜ MG for 61.1 10/25															
E 62	WKYC	10/25/12	10/25/12	M-F 7-9a Today Today Show	CM	7a-9a	---T---	:30	2	\$2,500.00	P-5	0.00	NM	2	\$5,000.0

Order / Rev: 723695
 Alt Order #: 06385902
 Flight Dates: 10/24/12 - 10/30/12

Advertiser: American Crossroads
 Product Desc: AMERICAN CROSSROADS
 Estimate: 1257
WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 64	WKYC	10/30/12	10/30/12	M-F 10-11a M-F 10-11a	CM	10a-11a	-T-----	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$800.00		0.00						
E 65	WKYC	10/30/12	10/30/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	-T-----	:30	1	\$4,500.00	P-5	0.00	NM	1	\$4,500.00
CH. 3 NEWS AT 11P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$4,500.00		0.00						
E 66	WKYC	10/30/12	10/30/12	Tonight Show Tonight Show	CM	1135p-1237a (11:35 PM-12:35 XM)	-T-----	:30	1	\$2,800.00	P-5	0.00	NM	1	\$2,800.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$2,800.00		0.00						
E 67	WKYC	10/30/12	10/30/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	-T-----	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
LIVE ON LAKESIDE (LOCAL NEWS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$800.00		0.00						
E 68	WKYC	10/30/12	10/30/12	Last Call Last Call w/Carson Daly	CM	135a-205a <1:35 XM-2:05 XM>	-T-----	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
LAST CALL-CARSON DALY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$800.00		0.00						
E 69	WKYC	10/30/12	10/30/12	Overnight M-Su Overnights	CM	M-Su 2xm-5am	-T-----	:30	1	\$300.00	P-5	0.00	NM	1	\$300.00
OVERNIGHTS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$300.00		0.00						
E 70	WKYC	10/30/12	10/30/12	Today Show Overnight Today Show Overnight	CM	2xm-3xm	-T-----	:30	1	\$300.00	P-5	0.00	NM	1	\$300.00
TODAY ALL NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$300.00		0.00						
E 71	WKYC	10/30/12	10/30/12	M-F 3-4p The Doctors	CM	3p-4p	-T-----	:30	2	\$800.00	P-5	0.00	NM	2	\$1,600.00
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	2		\$800.00		0.00						
E 72	WKYC	10/30/12	10/30/12	Early Today Early Today	CM	4a-430a	-T-----	:30	1	\$200.00	P-5	0.00	NM	1	\$200.00
CH3 EARLY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$200.00		0.00						
E 73	WKYC	10/30/12	10/30/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	-T-----	:30	1	\$1,000.00	P-5	0.00	NM	1	\$1,000.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$1,000.00		0.00						
E 74	WKYC	10/30/12	10/30/12	M-F 430a-5a 430a News	CM	430a-5a	-T-----	:30	1	\$375.00	P-5	0.00	NM	1	\$375.00
CH3 4:30 AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$375.00		0.00						
E 75	WKYC	10/30/12	10/30/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	-T-----	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
CH. 3 NEWS SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$1,200.00		0.00						
E 76	WKYC	10/30/12	10/30/12		CM	5p-6p	-T-----	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00

Order / Rev: 723695
Alt Order #: 06385902
Flight Dates: 10/24/12 - 10/30/12

Advertiser: American Crossroads
Product Desc: AMERICAN CROSSROADS
Estimate: 1257
WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 5-6p Dr. Phil DR. PHIL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -T----- 1 \$2,000.00 0.00															
E 77	WKYC	10/30/12	10/30/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	-T-----	:30	1	\$3,800.00	P-5	0.00	NM	1	\$3,800.00
CH. 3 NEWS AT 6P (M-SUN) <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -T----- 1 \$3,800.00 0.00															
E 78	WKYC	10/30/12	10/30/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	-T-----	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
CH. 3 NEWS TODAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -T----- 1 \$2,500.00 0.00															
E 79	WKYC	10/30/12	10/30/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	-T-----	:30	1	\$3,800.00	P-5	0.00	NM	1	\$3,800.00
CH. 3 NEWS AT 7P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -T----- 1 \$3,800.00 0.00															
E 80	WKYC	10/30/12	10/30/12	M-F 7-9a Today Today Show	CM	7a-9a	-T-----	:30	2	\$2,500.00	P-5	0.00	NM	2	\$5,000.00
TODAY SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -T----- 2 \$2,500.00 0.00															
E 81	WKYC	10/30/12	10/30/12	M-F 9-10a Today II Today Show II	CM	9a-10a	-T-----	:30	2	\$1,200.00	P-5	0.00	NM	2	\$2,400.00
TODAY SHOW 9-10A <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -T----- 2 \$1,200.00 0.00															
E 82	WKYC	10/24/12	10/24/12	M-F 10-11a M-F 10-11a	CM	10a-11a	--W----	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
TODAY SHOW III <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --W---- 1 \$800.00 0.00															
E 83	WKYC	10/24/12	10/24/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	--W----	:30	1	\$4,500.00	P-5	0.00	NM	1	\$4,500.00
CH. 3 NEWS AT 11P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --W---- 1 \$4,500.00 0.00															
E 84	WKYC	10/24/12	10/24/12	Tonight Show Tonight Show	CM	1135p-1237a	--W----	:30	1	\$2,800.00	P-5	0.00	NM	1	\$2,800.00
TONIGHT SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --W---- 1 \$2,800.00 0.00															
E 85	WKYC	10/24/12	10/24/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	--W----	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
LIVE ON LAKESIDE (LOCAL NEWS) <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --W---- 1 \$800.00 0.00															
E 86	WKYC	10/24/12	10/24/12	Last Call Last Call w/Carson Daly	CM	135a-205a (1:35 XM-2:05 XM)	--W----	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
LAST CALL-CARSON DALY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --W---- 1 \$800.00 0.00															
E 87	WKYC	10/24/12	10/24/12	Overnight M-Su Overnights	CM	M-Su 2xm-5am	--W----	:30	1	\$300.00	P-5	0.00	NM	1	\$300.00
OVERNIGHTS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --W---- 1 \$300.00 0.00															
E 88	WKYC	10/24/12	10/24/12		CM	2xm-3xm	--W----	:30	1	\$300.00	P-5	0.00	NM	1	\$300.00

